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SHELF-MOUNTED DISPLAY DEVICE

The present application relates to a new and improved display device particularly adapted for use in a retail store environment and to a business method incorporating the use of such a display device.

BACKGROUND OF THE INVENTION

The retail consumer is presented with an ever-increasing variety of goods offered to him or her in a retail store environment. Each of the goods vie for shelf space and the opportunity to be presented to the potential customer in an attractive manner and in a manner which will hopefully lead to a sale.

Such competition is present in the hobby and craft field as in other categories of goods. The products of various manufacturers compete with each other for shelf space and, once on the shelves, compete for the customer's purchase dollar. Consideration of closed packaging itself by the consumer often leads to ineffective competition. In connection with hobby and craft sets in particular a most effective and compelling promotion for the product can be the presentation of an actual product as made by the set. The display of an actual scale model airplane, for example, may be an effective inducement to a customer to buy the kit for completing that very model.

It is accordingly a purpose of the present invention to provide a display apparatus for presentation of three-dimensional objects in a retail store environment.

A further purpose of the present invention is to provide a display device for three-dimensional objects which may be associated with a retail store display of goods relating to the objects.

Still a further purpose of the present invention is to provide a display apparatus which may be mounted to a store shelf to provide a protected display environment for the objects to be displayed.

Yet another purpose of the present invention is to provide a methodology incorporating such a display apparatus for improving the sales appeal of kit products by allowing the display of an object constructed by the kit product.

BRIEF DESCRIPTION OF THE INVENTION

In accordance with the foregoing and other objects and purposes, a display device of the present invention includes a bracket assembly and a product display case construction affixed thereto. The bracket assembly is adapted to be mounted to a front edge of a shelf of the type which may be found in retail store environments and the like. The bracket assembly comprises a mounting wall and a rearwardly-extending flange projecting from the rear thereof. The product display case is supported by and extends forwardly of the mounting wall. The product display case includes a shelf which provides a support means upon which one or more three-dimensional objects, which may for example be samples of the type of construction which may be formed by a product offered for sale by the retail store, can be placed. The shelf is preferably adapted to accommodate the particular object or objects to be displayed. A transparent dome surrounds the shelf and the objects placed thereon to provide a closed and protected environment therefor. When in place on a store shelf, the display case is supported by the bracket assembly forwardly of the front shelf edge. Preferably, products for sale relating to the object placed in the display case are located on the store shelf in the immediate area, and

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preferably behind, the display device. The display device thus serves as an effective "shelf talker" for the goods for sale displayed in association therewith.

The methodology of the present invention contemplates the locating of one or more kit products on a store shelf, constructing an object in accordance with and from a kit product of the type placed on the shelf, and mounting the constructed object in a display device located at a front edge of the shelf upon which the kits are displayed.

BRIEF DESCRIPTION OF THE DRAWING

A fuller understanding of the present invention will be achieved upon consideration of the following, detailed description of a preferred, but nonetheless illustrative embodiment of the invention, when presented in association with the annexed drawings, wherein:

FIG. 1 is a perspective view of the invention mounted to a store shelf;

FIG. 2 is a top plan view thereof;

FIG. 3 is a section view taken along line 3—3 of FIG. 1; and

FIG. 4 is a detail view depicting alternative mounting means for the invention.

DETAILED DESCRIPTION OF THE INVENTION

With reference to FIGS. 1-3, display device 10 allows the presentation of one or more three-dimensional objects 12 in conjunction with products 14 (shown in phantom) offered for sale in a store environment on shelf 16. The display device 10 is constructed with a bracket assembly 18, which includes a wall portion 20 preferably extending vertically and a mounting flange 22 extending rearwardly therefrom, and an object display case construction 24 extending forwardly of the bracket assembly. The mounting flange 22 is so positioned such that the wall 20, and thus the display case, is supported in a cantilevered orientation positioned forwardly of the store shelf 16, vertically oriented both above and below the shelf.

The rear mounting flange 22 is of generally planar construction, extending along the length of the bracket element 18, although it may be provided with a slightly elevated front edge to avoid ridges and channels which may be found at the shelf front. The mounting flange is preferably provided with a plurality of mounting slots 26 which facilitate the fastening of the flange and thus the display device 10 to the store shelf. As store shelves often are constructed of a perforated material, the inclusion of a plurality of elongated mounting slots allow the alignment of a plurality of such slots with the perforations in the shelf to allow mounting bolts 28 to be utilized. Other alternative means of mounting may be utilized, as exemplified in FIG. 4, which presents the use of mating hook and loop fastener elements 30 mounted to the top surface of the shelf and the lower surface of the flange.

As perhaps best seen in FIG. 3, the bracket assembly 18 may comprise first and second unitary portions constructed from an appropriate plastic or other similar material, forming both wall portion 20 and rear mounting flange 22, respectively, for support of display case 24. The display case 24 in turn comprises a rear wall 34 to which is mounted a transparent dome 36 which affords an unobstructed view of the entire contents of the display case. Support means extends forwardly of the rear wall to support and display one or more objects to be displayed, such as artificial flowers 12,